What is claimed is:

1. A method of managing animation data and related control data for recording on an enhanced navigation medium, the method comprising:

constructing animation data comprising first image data into a first graphic MNG file in chunk data format, wherein the first graphic file comprises a first header portion, a second end portion, first control data and a frame containing additional data; and

recording the first graphic file on an enhanced navigation medium.

2. The method of claim 1, wherein the frame containing the additional data comprises a second graphic file.

3. The method of claim 1, wherein the frame containing the additional data comprises a third graphic file.

4. The method of claim 1, wherein the frame containing the additional data comprises at least one of a second graphic file and a third graphic file.

5. The method of claim 4, wherein the second graphic file comprises second image data and second control data for controlling playback of the animation data in the first graphic

file.

6. The method of claim 4, wherein the third file comprises third image data and third control data for controlling playback of the animation data in the first graphic file.

7. The method of claim 1, wherein the enhanced navigation medium is an interactive digital versatile disk (I-DVD).

8. The method of claim 4, wherein at least one of the second graphic file and the third graphic file comprises fourth control information for controlling playback of the first image data.

9. The method of claim 1, wherein the first graphic file further comprises termination action information.

10. The method of claim 1, wherein the first graphic file further comprises physical pixel size information.

11. The method of claim 1, wherein the first graphic file further comprises palette information.

12. The method of claim 1, wherein the first graphic file

further comprises transparency information.

13. The method of claim 1, wherein the first graphic file further comprises at least one of termination action information, physical pixel size information, palette information, transparency information constructed in advance of the frame containing additional data.

14. The method of claim 4, wherein the frame containing the additional data comprises a plurality of at least one of the second graphic file and the third graphic file.

15. The method of claim 4, wherein the second graphic file comprises at least one of second header information, second image data, and second image end information.

16. The method of claim 15, wherein the second graphic PNG file further comprises at least one of second physical pixel size information, second standard RGB information, second gamma information, second critical chromaticity information, second palette information, and second transparency information.

17. The method of claim 16, wherein the at least one of second physical pixel size information, second standard RGB information, second gamma information, second critical chromaticity information, second palette information, and second

transparency information is constructed between the second header information and the second object image data.

18. The method of claim 17, wherein the at least one of second physical pixel size information, second standard RGB information, second gamma information, second critical chromaticity information, second palette information, and second transparency information is utilized for controlling playback of the second image data.

19. The method of claim 4, wherein the third graphic file comprises at least one of third header information, third object image data, and third image end information.

20. The method of claim 19, wherein the third graphic file further comprises at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information.

21. The method of claim 20, wherein the at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information is constructed between the third JNG header information and the third object image data.

22. The method of claim 21, wherein the at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information is utilized for controlling playback of the third JPEG image data.

23. An enhanced navigation medium comprising:

audio/visual (A/V) data;

navigation data for controlling reproduction of the A/V data by an enhanced navigation player; and

structural configuration for packaging the A/V and control data, wherein the structural configuration comprises a data frame comprising a first graphic file having animation information.

24. The enhanced navigation medium of claim 23, wherein the first graphic file comprises:

first chunk data; and

at least one of second chunk data and third chunk data.

25. The enhanced navigation medium of claim 24, wherein the first chunk data comprises:

a first header frame identifier;

a first end frame identifier; and

first control information.

26. An enhanced navigation data structure for packaging animation data for reproduction by an enhanced navigation player, the data structure comprising a first graphic file comprising:

a audio/visual (A/V) data;

navigation data for controlling reproduction of the A/V data by an enhanced navigation player.

27. The enhanced navigation data structure of 26, wherein the A/V data and the navigation data are packaged into first chunk data; and at least one of second chunk data and third chunk data.

28. The enhanced navigation data structure of claim 27, wherein the first chunk data comprises:

a first header frame identifier;

a first end frame identifier; and

first control information.

29. The enhanced navigation data structure of claim 27, wherein the second chunk data comprises:

a second header frame identifier;

a second end frame identifier; and

second control information.

30. The enhanced navigation data structure of claim 27, wherein the third chunk data comprises:

a third header frame identifier;

a third end frame identifier; and

third control information.

31. A method of managing animation data and related control data for recording on an enhanced navigation medium, the method comprising:

constructing animation data comprising A/V image data into a MNG (Multimedia Network Graphics) file in chunk data format, wherein the MNG file comprises a MNG header portion, a MNG end portion, MNG control data and a frame containing additional data; and

recording the MNG file on an enhanced navigation medium.

32. The method of claim 31, wherein the frame containing the additional data comprises a PNG (Portable Network Graphics) file.

33. The method of claim 31, wherein the frame containing the additional data comprises a JNG (JPEG Network Graphics) file.

34. The method of claim 31, wherein the frame containing

the additional data comprises at least one of PNG (Portable Network Graphics) file and a JNG (JPEG Network Graphics) file.

35. The method of claim 34, wherein the PNG file comprises PNG image data and PNG control data for controlling playback of the animation data in the MNG file.

36. The method of claim 34, wherein the JNG file comprises JNG image data and JNG control data for controlling playback of the animation data in the MNG file.

37. The method of claim 31, wherein the enhanced navigation medium is an interactive digital versatile disk (I-DVD).

38. The method of claim 34, wherein at least one of the PNG file and the JNG file comprises fourth control information for controlling playback of the first A/V image data.

39. The method of claim 31, wherein the MNG file further comprises termination action information.

40. The method of claim 31, wherein the MNG file further comprises physical pixel size information.

41. The method of claim 31, wherein the MNG file further

comprises palette information.

42. The method of claim 31, wherein the MNG file further comprises transparency information.

43. The method of claim 31, wherein the MNG file further comprises at least one of termination action information, physical pixel size information, palette information, transparency information constructed in advance of the frame containing additional data.

44. The method of claim 34, wherein the frame containing the additional data comprises a plurality of at least one of the PNG file and the JNG file.

45. The method of claim 34, wherein the PNG file comprises at least one of PNG header information, object PNG image data, and second image end information.

46. The method of claim 45, wherein the PNG file further comprises at least one of second physical pixel size information, second standard RGB information, second gamma information, second critical chromaticity information, second palette information, and second transparency information.

47. The method of claim 46, wherein the at least one of

second physical pixel size information, second standard RGB information, second gamma information, second critical chromaticity information, second palette information, and second transparency information is constructed between the PNG header information and the object PNG image data.

48. The method of claim 47, wherein the at least one of second physical pixel size information, second standard RGB information, second gamma information, second critical chromaticity information, second palette information, and second transparency information is utilized for controlling playback of the object PNG image data.

49. The method of claim 34, wherein the JNG file comprises at least one of JNG header information, object JPEG image data, and third image end information.

50. The method of claim 49, wherein the JNG file further comprises at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information.

51. The method of claim 50, wherein the at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity

information, third palette information, and third transparency information is constructed between the JNG header information and the object JPEG image data.

52. The method of claim 51, wherein the at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information is utilized for controlling playback of the object JPEG image data.

53. An enhanced navigation medium comprising:

audio/visual (A/V) data;

navigation data for controlling reproduction of the A/V data by an enhanced navigation player; and

structural configuration for packaging the A/V and control data, wherein the structural configuration comprises a data frame comprising an MNG (Multimedia Network Graphics)file having animation information.

54. The enhanced navigation medium of claim 53, wherein the MNG file comprises:

MNG chunk data; and

at least one of PNG (Portable Network Graphics) chunk data and JNG (JPEG Network Graphics) chunk data.

55. The enhanced navigation medium of claim 54, wherein the MNG chunk data comprises:

a MNG header frame identifier;

a MNG end frame identifier; and

MNG control information.

56. An enhanced navigation data structure for packaging animation data for reproduction by an enhanced navigation player, the data structure comprising a first graphic file comprising:

a audio/visual (A/V) data;

navigation data for controlling reproduction of the A/V data by an enhanced navigation player.

57. The enhanced navigation data structure of 56, wherein the A/V data and the navigation data are packaged into a first graphic data format, and at least one of second graphic data format and third graphic data format.

58. The enhanced navigation data structure of claim 57, wherein the first graphic data format comprises:

a first header frame identifier;

a first end frame identifier; and

first control information.

59. The enhanced navigation data structure of claim 57,

wherein the second graphic data format comprises:

a second header frame identifier;

a second end frame identifier; and

second control information.

60. The enhanced navigation data structure of claim 57, wherein the third graphic data format comprises:

a third header frame identifier;

a third end frame identifier; and

third control information.

61. A data structure for managing animation data and related control data for recording on an enhanced navigation medium, the data structure comprising:

animation data comprising first image data into a first graphic file in chunk data format, wherein the first graphic file comprises a first header portion, a second end portion, first control data and a frame containing additional data.

62. The data structure of claim 61, wherein the frame containing the additional data comprises a second graphic file.

63. The data structure of claim 61, wherein the frame containing the additional data comprises a third graphic file.

64. The data structure of claim 61, wherein the frame

containing the additional data comprises at least one of a second graphic file and a third graphic file.

65. The data structure of claim 64, wherein the second graphic file comprises second image data and second control data for controlling playback of the animation data in the first graphic file.

66. The data structure of claim 64, wherein the third file comprises third image data and third control data for controlling playback of the animation data in the first graphic file.

67. The data structure of claim 61, wherein the enhanced navigation medium is an interactive digital versatile disk (I-DVD).

68. The data structure of claim 64, wherein at least one of the second graphic file and the third graphic file comprises fourth control information for controlling playback of the first A/V image data.

69. The data structure of claim 61, wherein the first graphic file further comprises termination action information.

70. The data structure of claim 61, wherein the first

graphic file further comprises physical pixel size information.

71. The data structure of claim 61, wherein the first graphic file further comprises palette information.

72. The data structure of claim 61, wherein the first graphic file further comprises transparency information.

73. The data structure of claim 61, wherein the first graphic file further comprises at least one of termination action information, physical pixel size information, palette information, transparency information constructed in advance of the frame containing additional data.

74. The data structure of claim 64, wherein the frame containing the additional data comprises a plurality of at least one of the second graphic file and the third graphic file.

75. The data structure of claim 64, wherein the second graphic file comprises at least one of second header information, second object image data, and second image end information.

76. The data structure of claim 75, wherein the second graphic file further comprises at least one of second physical pixel size information, second standard information, second gamma information, second critical chromaticity information, second

palette information, and second transparency information.

77. The data structure of claim 76, wherein the at least one of second physical pixel size information, second standard information, second gamma information, second critical chromaticity information, second palette information, and second transparency information is constructed between the second header information and the second object image data.

78. The data structure of claim 77, wherein the at least one of second physical pixel size information, second standard RGB information, second gamma information, second critical chromaticity information, second palette information, and second transparency information is utilized for controlling playback of the second object image data.

79. The data structure of claim 64, wherein the third graphic file comprises at least one of third header information, third image data, and third image end information.

80. The data structure of claim 79, wherein the third graphic file further comprises at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information.

81. The data structure of claim 80, wherein the at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information is constructed between the third header information and the third object image data.

82. The data structure of claim 81, wherein the at least one of third physical pixel size information, third standard RGB information, third gamma information, third critical chromaticity information, third palette information, and third transparency information is utilized for controlling playback of the third object image data.

83. An enhanced navigation medium comprising:

audio/visual (A/V) data;

navigation data for controlling reproduction of the A/V data by an enhanced navigation player; and

structural configuration for packaging the A/V and control data, wherein the structural configuration comprises a data frame comprising an MNG (Multimedia Network Graphics)file having animation information.

84. The enhanced navigation medium of claim 83, wherein the MNG file comprises:

MNG chunk data; and

at least one of PNG (Portable Network Graphics) chunk data and JNG (JPEG Network Graphics) chunk data.

85. The enhanced navigation medium of claim 84, wherein the MNG chunk data comprises:

a MNG header frame identifier;

a MNG end frame identifier; and

MNG control information.

86. The method of claim 1, wherein the first graphic file is a MNG (Multimedia Network Graphic) file.

87. The method of claim 2, wherein the second graphic file is a PNG (Portable Network Graphic) file.

88. The method of claim 3, wherein the third graphic file is a JNG (JPEG Network Graphic) file.

89. the method of claim 4, wherein the first graphic file is a MNG file, the second graphic file is a PNG file, and the third graphic file is a JNG file.

90. The data structure of claim 64, wherein the first graphic file is a MNG file, the second graphic file is a PNG file, and the third graphic file is a JNG file.